

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.-9. (Canceled)

10. (Currently Amended) ~~A digital copying machine~~ An advertisement system which provides an advertisement of merchandise to a number of users, comprising:

a first display device portion which displays the advertisement of merchandise;

a memory which stores, as a bookmark, information associating information related to the piece of merchandise displayed by said first display device portion with information indicative of a user;

a registration button which instructs to register the information related to the piece of merchandise as the bookmark in a memory when the advertisement of the piece of merchandise is being displayed on said display device; and

a second display portion which displays a selection window for designating a user, when the registration button is pressed;

a registration processing portion which, when a specific user is designated in a state where the selection window is displayed in said second display portion, causes said memory to store bookmark information associating information indicative of the designated user with information related to the piece of merchandise displayed by said first display portion when said registration button is pressed;

a search portion which searches all bookmark information corresponding to the information indicative of the designated user, when the information indicative of the user is received from an external device; and

a transmitter that, ~~upon being accessed from an external device,~~ transmits the information related to the piece of merchandise ~~registered in said memory as the bookmark based on the bookmark information searched by said search portion~~ to the external device as data displayable on the external device, the data displayable on the external device containing link information linked with a site on the Internet where the piece of merchandise is on sale.

11. (Currently Amended) ~~A digital copying machine~~ An advertisement system according to claim 10, wherein the link information contains information representing a presenter of the piece of merchandise.

12. (Currently Amended) ~~A digital copying machine~~ An advertisement system according to claim 10, wherein ~~said transmitter has a function of connecting to a network and is accessed from the external device through the network~~ said first display portion, said registration button, said second display portion and said registration processing portion are provided in a shared advertisement apparatus; and

said memory, said search portion and said transmitter are provided in a server apparatus having a communication portion, which accesses the external device through a network.

13. (Currently Amended) ~~A digital copying machine~~ An advertisement system according to claim ~~10~~ 12, wherein the external device comprises a portable terminal capable of short-distance radio communication, and

~~said transmitter has a function of performing in the server apparatus performs~~ short-distance radio communication and ~~is accessed from~~ transmits data to said portable terminal by short-distance radio communication.

14. (Currently Amended) ~~A digital copying machine~~ An advertisement system according to claim ~~10~~ 12, wherein said transmitter is a WWW server for providing contents onto the Internet and is accessed from the external device by the WWW.

15. (Currently Amended) ~~A digital copying machine~~ An advertisement system according to claim ~~10~~ 12, wherein

said memory stores the information related to the piece of merchandise as the bookmark in units of the advertisement system ~~digital copying machine~~ capable of displaying advertisements of merchandise, and

for a user who has accessed said advertisement system ~~digital copying machine~~ by the external device, said transmitter transmits the information related to the piece of merchandise

registered as the bookmark corresponding to said digital copying machine to the external device as the data displayable on the external device.

16.-25. (Canceled)

26. (Currently Amended) An advertisement method of providing an advertisement of merchandise operable on a ~~digital copying machine~~ an advertisement system that provides an advertisement of merchandise to be sold on the Internet, comprising:

displaying the advertisement of merchandise on a first display device portion of the ~~digital copying machine~~ advertisement system;

storing, as a bookmark, information associating information related to the piece of merchandise displayed on the first display device portion with information indicative of a user in a memory of the ~~digital copying machine~~ advertisement system; and

in accordance with an access from an external device, transmitting the information related to the piece of merchandise ~~registered in the memory~~ as the bookmark from the ~~digital copying machine~~ advertisement system to the external device as data displayable on the external device, the data displayable on the external device containing link information linked with a site on the Internet where the piece of merchandise is on sale, and the link information containing information representing a presenter of the piece of merchandise.

27.-28. (Canceled)